



City of Scottsdale
Tourism Development Commission
Regular Meeting
9:00 a.m., Tuesday, November 16, 2021
Hybrid Meeting
Action Minutes

PRESENT: Richard Newman, Vice Chair
Anna Mineer
Jeanne Alspaugh
Sally Shaffer
Chris Montgomery

ABSENT: Sherry Henry, Chairperson
Ken McKenzie

STAFF: Karen Churchar
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Cheryl Sumners

GUESTS: Dr. Gerd Wuestemann, President & CEO, Scottsdale Arts
Rachel Pearson, VP of Community & Government Affairs, Experience
Scottsdale

1. Call to Order/Roll Call

Vice-Chair Newman called the meeting of the Scottsdale Tourism Development Commission to order at 9:00 a.m. and noted the presence of a quorum. Chairperson Henry & Commissioner McKenzie were absent.

2. Approval of Minutes

COMMISSIONER SHAFFER MOVED TO APPROVE THE OCTOBER 19, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).



NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

3. Scottsdale Arts Programs

Dr. Gerd Wuestemann, President & CEO, Scottsdale Arts, gave a presentation regarding the Scottsdale Arts programs and how they relate to Scottsdale tourism efforts.

4. FY 2022/23 Tourism Development Fund Proposed Budget

Karen Churchard, Tourism & Events Director, provided an update of the FY 2022/23 Tourism Development Fund proposed operating budget.

5. Experience Scottsdale First Quarter Performance Report

Rachel Pearson, Vice President of Community & Government Affairs, Experience Scottsdale, provided an update on first quarter performance report.

6. FY2021/22 Event Venue Fee Program

Steve Geiogamah, Tourism Development Manager, made a recommendation to update the funding levels of the FY2021/22 Event Venue Fee Program.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE PROGRAM CHANGES AS PRESENTED.

COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

7. Event Funding Recommendations

COMMISSIONER ALSPAUGH MOVED TO APPROVE THE STAFF RECOMMENDATIONS AS PRESENTED.

COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

8. Staff Reports

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.

9. Public Comment

There were no members of the public who wished to speak.

10. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include a tourism budget update and event funding requests.

Adjournment

With no further business to discuss, being duly moved by Commissioner Alspaugh and seconded by Commissioner Shaffer the meeting adjourned at 9:52 a.m. All in favor, no dissenting votes.

Next scheduled meeting is December 21, 2021



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